

**ABSTRACT OF THE DISCLOSURE**

A system and method for subjective evaluation of a vehicle design within a virtual environment includes a scaleable physical property representative of the vehicle design and a computer system for digitally creating a virtual environment having a virtual human immersed within. The system also includes a motion capture system for sensing a motion of an evaluator and communicating the sensed motion of the evaluator to the computer system and a virtual reality display mechanism for providing the evaluator a view of the virtual environment while evaluating the vehicle design.